

服装与服饰设计

Fashion and Accessories Design

专业代码：130505

学 制：4 年

Program Code:130505

Duration: 4 years

培养目标：

本专业培养具有中国文化底蕴和国际视野、面向 21 世纪的服装行业精英人才。为服装行业和文化创意产业培养具备扎实的服装学科专业基础知识和现代艺术设计理念，有创新实践能力和国际视野，能够从事服饰设计、文化研究、产品策划和企业管理的高层次、跨领域、复合型的服装行业精英。

Educational Objectives:

The Program is aimed to cultivate all-round developing art and design professional talents in moral, intellectual and physical, who possess the consciousness of socialist modernization facing the 21st century and the future.

毕业要求：

№1.设计知识：掌握扎实的基础知识和专业技能，能够将服装与服饰设计的专业知识和理论用于解决实际的设计实践问题。

№2.问题分析：能够应用服装与服饰设计的专业知识和理论识别、表达和分析复杂的设计问题。

№3.设计/开发解决方案：能够针对复杂设计问题提出解决方案，并能够在设计环节中体现创新意识，同时考虑经济、文化、环保、安全、技术、美观等因素。

№4.研究：能够基于服装与服饰设计的基本原理并采用科学方法对复杂设计问题进行研究，包括设计实验、服饰文化现象观察与分析、地域文化与艺术思潮等，在信息采集与梳理的过程中形成合理有效的设计成果。

№5.使用现代工具：能够针对服装与服饰设计的复杂问题，开发、选择与使用恰当艺术技术手段、现代信息工具和资源，并能够理解其局限性。

№6.设计与社会：能够基于设计相关背景知识进行合理分析，评价创作实践中复杂问题解决方案对社会、健康、安全、法律、文化、审美、生活品质的影响，并理解应承担的责任。

№7.环境和可持续发展：能够理解和评价设计实践对环境、社会可持续发展的影响。

№8.职业规范：具有人文社会科学素养、社会责任感，能够在设计实践中对于设计伦理和环境保护有清醒认识，理解并遵守职业道德和规范，履行责任。

№9.个人和团队：能够在多学科背景下的团队中承担个体、团队成员以及负责人的角色。

№10.沟通：能够就复杂设计实践问题与业界同行及社会公众进行有效沟通和交流，包括绘制设计草图、撰写报告、陈述发言、清晰表达或回应指令。并具备一定的国际视野，能够在跨文化背景

下进行沟通和交流。

№11.项目管理：理解并掌握设计和创作管理原理与经济决策方法，并能在多学科环境中应用。

№12.终身学习：具有自主学习和终身学习的意识，有不断学习和适应发展的能力。

Student Outcomes:

№1. Design knowledge: Master solid basic knowledge and professional skills and be able to apply the professional knowledge and theories of fashion and accessories design to solving practical problems in design practices.

№2. Problem analysis: Be able to identify, express and analyze complex design problems through documentary researches taking advantage of professional knowledge and theories of fashion and accessories design.

№3. Solutions design/development: Be able to propose solutions aimed at complex design problems, embody consciousness of creativity and consider factors of economy, culture, environmental protection, safety, technology and aesthetics in the links of design.

№4. Research: Be able to do researches on complex design problems based on basic principles of fashion and accessories design by scientific methods, including design experiments, observation and analysis of phenomenon, regional culture and art trend, to form reasonable and effective results during the process of information acquisition and organization.

№5. Usage of modern tools: Be able to develop, select and adopt appropriate art technology methods, modern information tools and resources aimed at complex problems of fashion and accessories design and be able to understand the limitations.

№6. Design and society: Be able to conduct reasonable analysis based on design-related background knowledge and evaluate the influence of the solutions of the complex problems appeared in design practices on the society, health, safety, law, culture, aesthetics and life quality and be able to understand the responsibilities.

№7. Environment and sustainable development: Be able to understand and evaluate the influence of design practice on the sustainable development of environment and society.

№8. Occupation norm: Possess the quality of humanistic social science and sense of social responsibility; be able to keep awareness of design ethics and environmental protection in design practices, understand and abide by the professional ethics and norms and perform the responsibilities.

№9. Individual and team: Be able to play the roles of individual, team member and person in charge in teams with multidisciplinary background.

№10. Communication: Be able to make effective communications with industry peers and the public on complex design practical problems, including drawing design sketches, writing reports, making presentations, clearly expressing or responding orders. Moreover, possess certain international vision to make communications in a cross-cultural context.

№11. Project management: Understand and master design and creation management principles and economic decision methods, and be able to use them in a multidisciplinary environment.

№12. Lifelong learning: Possess the consciousness of independent learning and lifelong learning and the abilities of continuous learning and adaption to development.

专业简介：

服装与服饰设计专业属于学科门类“艺术学”下设的一级学科“设计学”，本专业组建于 2010 年，其基础为 2005 年成立的艺术设计专业的服装与服饰设计专业方向。经过多年建设，本专业在教学、实验室及实习基地建设、人才培养方面取得了显著成果，在十多年的教学实践积累中，充分发挥华南理工大学的综合学科优势，以学科交叉、文理并重的教学方式，大胆探索设计创新人才培养模式，强调艺术与技术之间的融合，以及各学科间的知识渗透。课程设置以“服装专题设计”系列课程为核心，按照专业基础、专业设计、专业理论、实习与社会实践、毕业设计论文五个环节展开，学生通过系统的专业学习，将具有较强的专业理论水平和设计创新能力，掌握系统设计的方法与技能，具有创造性思维和综合表达的能力。基于服装与服饰设计专业应用性强的特点，本专业主要培养能够从事服饰设计、文化研究、产品策划和企业管理的高层次、跨领域、复合型的服装行业精英人才，学生就业率达 100%。

Program Profile:

Relying on the profound academic atmosphere and engineering background of South China University of Technology, giving full play to the advantage of comprehensive disciplines of South China University of Technology and adopting the interdisciplinary teaching method of paying equal attention to both arts and science, the Program of Fashion and Accessories Design conducts initiative explorations on the mode of training design innovation talents and stresses the fusion of art and technology as well as interdisciplinary knowledge. In teaching, the Program attaches importance to cultivation of innovation and design capabilities, training of craft skills and practical abilities and combination of theoretical knowledge and social practices, and emphasizes the concept of “grand design” that fashion design is a synthesis of many factors such as modeling design, materials, technology and market. At present, through many years’ professional construction, the Program of Fashion and Accessories Design has preliminarily formed a cultivation of all-round professional talents with the features of deep foundation, strong abilities and innovation-oriented and obtained many gratifying teaching achievements. The works of our students have been awarded influential awards in the industry for many times. Our graduates are welcomed by enterprises related to clothing and among a group of well-known designers are emerging. In the future, the Department of Fashion and Accessories Design will inherit past traditions and break new grounds for the future to deliver more worthy talents to the domestic fashion design industry.

专业特色：

本专业依托华南理工大学的工科背景以及珠三角地区完善的服装产业链，突出综合性大学的跨学科研究优势及临近港澳国际时尚之都的地域优势，以文理并重的教学方式，大胆探索设计创新人才培养模式，确立“以学科建设为基础，以行业需求为导向，以创新实践为目标”的服装设计教学理念，在培养专业设计能力的同时强调综合能力与实践创新能力培养，为服装行业和文化创意产业培养具有国际视野的高层次设计及设计管理精英。

Program Features:

Fashion and Accessories Design is a comprehensive applied discipline. This Program attaches importance to interdisciplinarity and paying equal attention to both arts and science and stresses international vision. It is taught in practice and adopts new technologies and materials to fully reflect systematization, innovation and creativity. Through practical ability education in social market and design units, students may effectively master the design procedures, thinking and methods of fashion and accessories design as well as the relations between design and production, design and market, and design and life.

授予学位：艺术学学士学位

Degree Conferred: Bachelor of Arts

主干课程：

服装专题设计（一~六）、立体裁剪（一、二）、服装纸样与工艺（一~三）、服装品牌与产品策划、服装陈列设计、造型基础（一~四）、中外艺术设计史（一、二）、设计基础（一、二）、计算机辅助设计（一、二）。

Core Courses:

Special Topics on Fashion Design (1) (2) (3) (4) (5) (6), Modeling Foundation (1) (2) (3), The World History of Art and Design(1) (2), Design Basis(1) (2), Computer Assisted Design(1) (2), Three-dimensional Cutting (1) (2), Clothing Patterns and Techniques (1) (2) (3), Clothing Brand and Product Planning, Fashion Display Design.

特色课程：

双语教学课程：立体裁剪（一）、服装陈列设计、造型基础（一）

新生研讨课：艺术设计与文化、艺术设计与科技

校企合作课：服装专题设计（六）、专业文化考察、毕业设计

创新实践课：服装专题设计（四）（五）（六）、立体裁剪（二）

专题设计课：服装专题设计（一）（二）（三）（四）（五）（六）

竞教结合课程：毕业设计

创业教育课程：创意产业与创业

Featured Courses:

Courses Taught in English: Three-dimensional Cutting (1) , Fashion Display Design, Modeling Foundation (1)

Freshmen Seminars: Art Design and Culture, Design and Technology

Cooperative Courses with Enterprises: Special Topics on Fashion Design (6)

Innovation Practice: Special Topics on Fashion Design (4) (5) (6) , Three-dimensional Cutting (2)

Special Designs: Special Topics on Fashion Design (1) (2) (3) (4) (5) (6)

Contest-Teaching Integrated Courses: Diploma Project (Thesis)

Entrepreneurship Courses: Creative Industry and Start-ups

一、教学计划总体安排表 (General Teaching Schedule)

学 年	学 期	教 学 进 度 安 排 (周)																		理 论 教 学	考 试	入 学 教 育	军 训	课 程 设 计	大 作 业	工 程 训 练	电 子 实 习	综 合 实 验	社 会 实 践	生 产 实 习	毕 业 实 习	其 它 实 习	中 外 合 作 项 目	毕 业 设 计	就 业 安 排	机 动	假 期	小 计				
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18																				19	20		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R																							
一	1		C	A	A	A	A	A	A	A	A	A	A	A	A	A	B	D	D	D	14	1	1	3												19						
	2	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	Q	B	B	17	2												1	20							
二	3	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	Q	B	B	17	2												1	20							
	4	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	Q	B	B	17	2												1	20							
三	5	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	Q	B	B	17	2												1	20							
	6	J	J	J	A	A	A	A	A	A	A	A	A	A	A	A	A	Q	B	B	14	2					3							1	20							
四	7	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	L	L	B	B	15	2							2					1	20							
	8	O	O	O	O	O	O	O	O	O	O	O	O	O	O	P	P	Q	Q	Q											15	2	3		20							
合 计 (周)																		11	13	1	3															3	2		15	2	9	159

二、各类课程学分登记表 (Registration Form of Curriculum Credits)

1. 学分统计表 (Credits Registration Form)

课程类别 Course Category	课程要求 Requirement	学分 Credits	学时 Academic Hours	备注 Remarks
公共基础课 General Basic Courses	必修 Compulsory	29.0	396	
	通识 General Education	10.0	160	
学科基础课 Disciplinary Basic Courses	必修 Compulsory	30.0	496	
	选修 Elective	10.0	160	
专业领域课 Specialty-related Courses	必修 Compulsory	54.0	960	
	选修 Elective	8.0	128	
合 计 Total		141.0	2300	
集中实践教学环节 (周) Practice Training (Weeks)	必修 Compulsory	25.0	25 周	
毕业学分要求 Credits Required for Graduation	141.0+25.0=166.0			

备注：学生在取得专业教学计划规定学分的同时，还必须取得第二课堂 2 个人文素质教育学分和 4 个创新能力培养学分。

2.类别统计表 (Category Registration Form)

学时 Academic Hours					学分 Credits						
总学时数 Total	其中 Include		其中 Include		总学分数 Total	其中 Include		其中 Include			其中 Include
	必修学时 Compulsory	选修学时 Elective	理论教学学时 Theory Course	实验教学学时 Lab		必修学分 Compulsory	选修学分 Elective	集中实践教学环节学分 Practice-concentrated Training	理论教学学分 Theory Course Credits	实验教学学分 Lab	创新创业教育学分 Innovation and Entrepreneurship Education
2300	1852	448	1948	352	166	138	28	25	130	11	16

三、专业教学计划表 (Teaching Schedule)

类别 Course Category	课程 代码 Course No.	课程名称 Course Title	是否 必修 C/E	学时数 Total Curriculum Hours				学分 数 Credits	开课 学期 Semester	毕业 要求 Student Outcomes
				总学 时 Class Hours	上机 Computer-ai ded Class Hours	实验 Lab Hours	实践 Practice Hours			
公共基础课 General Basic Courses	143093	思想道德修养与法律基础 Cultivation of Thought and Morals & Fundamental of Law	必修课 C	(40) (36)				2.5	2	№8
	143091	中国近现代史纲要 Skeleton of Chinese Modern History		(32) 24				2.0	1	№8
	143106	毛泽东思想和中国特色社会主义理论体系概论 Thought of Mao ZeDong and Theory of Socialism with Chinese Characteristics		(80) 48				5.0	4	№8
	143090	马克思主义基本原理 Fundamentals of Marxism Principle		(40) 36				2.5	3	№8
	143094	形势与政策 Analysis of the Situation & Policy		(128)				2.0	1-8	№8
	144001	大学英语 (一) College English(1)		64				4.0	1	№10
	144002	大学英语 (二) College English(2)		64				4.0	2	№10
	145223	大学计算机基础 Foundations of Computer		32				2.0	1	№5
	152001	体育 (一) Physical Education (1)		32			32	1.0	1	№12
	152002	体育 (二) Physical Education (2)		32			32	1.0	2	№12
	152003	体育 (三) Physical Education (3)		32			32	1.0	3	№12
	152004	体育 (四) Physical Education (4)		32			32	1.0	4	№12
	106001	军事理论 Military Principle		(16)				1.0	2	№9
		人文科学领域 Humanities		32	通识课 E				2.0	
		社会科学领域 Social Science	32					2.0		№8
		科学技术领域 Science and Technology	96					6.0		№8
合 计 Total				556			128	39.0		

三、专业教学计划表（续）（Teaching Schedule）

类别 Course Category	课程 代码 Course No.	课程名称 Course Title	是否 必修 C/E	学时数 Total Curriculum Hours				学分 数 Credits	开课 学期 Semester	毕业 要求 Student Outcomes
				总学时 Class Hours	上机 Computer-ai ded Class Hours	实验 Lab Hours	实践 Practice			
学科基础课 Disciplinary Basic Courses	174188	造型基础（一） Modeling Foundation (1) (Sketch)	必 C	16				1.0	1	N ₀ 1
	174189	造型基础（二） Modeling Foundation (2) (Colors)	必 C	16				1.0	1	N ₀ 1
	172336	设计概论 The Abstraction of Design	必 C	32				2.0	1	N ₀ 1
	172488	设计基础 I Design Basis (1)	必 C	64				4.0	1	N ₀ 1
	174255	中外艺术设计史（一） The World History of Art and Design(1)	必 C	32				2.0	2	N ₀ 2
	174256	中外艺术设计史（二） The World History of Art and Design(2)	必 C	32				2.0	2	N ₀ 2
	174192	艺术设计与文化 Art Design and Culture (seminars for freshmen)	必 C	16				1.0	2	N ₀ 2
	174193	艺术设计与科技 Design and Technology (seminars for freshmen) (bilingual)	必 C	16				1.0	2	N ₀ 2
	174194	造型基础（三） Modeling Foundation (3)	必 C	48				3.0	2	N ₀ 1
	174195	造型基础（四） Modeling Foundation (4)	必 C	48				3.0	2	N ₀ 1
	172129	设计基础 II Design Basis (2)	必 C	48				3.0	3	N ₀ 1
	174197	专业写作 Professional Writing	必 C	16				1.0	7	N ₀ 2
	174198	创意产业与创业 Creative Industry and Start-ups	必 C	16				1.0	7	N ₀ 2
	174171	视觉传达设计 Visual Communication Design	必 C	32				2.0	4	N ₀ 3
	172476	计算机辅助设计 I Computer Assisted Design I	必 C	64	32			3.0	2	N ₀ 5
	130182	设计心理学 Design Psychology	选 E	32				2.0	4	N ₀ 2
	130024	人机工程学 Ergonomics	选 E	32				2.0	5	N ₀ 1
	130151	设计管理 Design Management	选 E	32				2.0	6	N ₀ 2

类别 Course Category	课程 代码 Course No.	课程名称 Course Title	是否 必修 C/E	学时数 Total Curriculum Hours				学分 数 Credits	开课 学期 Semester	毕业 要求 Student Outcomes
				总学时 Class Hours	上机 Computer-ai ded Class Hours	实验 Lab Hours	实践 Practice			
	174199	中国传统美术 Chinese Traditional Fine Arts	选 E	32				2.0	3	№1
	172641	陶艺 Pottery	选 E	32				2.0	3	№1
	172146	摄影 Photography	选 E	32				2.0	3	№1
	174200	品牌规划与设计 Brand Planning and Design	选 E	32				2.0	6	№3
	174201	公共艺术 Public Art	选 E	32				2.0	6	№1/5
	174202	时尚设计 Fashion Design	选 E	32				2.0	6	№3
	172537	环艺设计 Environmental Art Design	选 E	32				2.0	6	№3
	174170	产品设计 Product Design	选 E	32				2.0	6	№3
	合 计 Total		必 选 C E	496	32			30.0		
				选修课修读最低要求 10.0 学分						

三、专业教学计划表（续）（Teaching Schedule）

类别 Course Category	课程 代码 Course No.	课程名称 Course Title	是否 必修 C/E	学时数 Total Curriculum Hours				学分 数 Credits	开课 学期 Semester	毕业 要求 Student Outcomes
				总学时 Class Hours	上机 Computer-ai ded Class Hours	实验 Lab Hours	实践 Practice			
专业领域课 Specialty-related Courses	174289	传统工艺传承与应用 Inheriting and Application of Traditional Techniques	必 C	48				3.0	2	№4
	172398	时装画技法 Clothing-painting Techniques	必 C	48				3.0	3	№1
	172499	中外服装史 I Chinese and Western History of Costume	必 C	32				2.0	3	№4
	174290	服装纸样与工艺（一） Clothing Patterns and Techniques (1)	必 C	80		32		4.0	3	№3/4
	172496	立体裁剪 I Three-dimensional Cutting I	必 C	64		32		3.0	3	№3/4
	174291	流行趋势分析 Fashion Trend Analysis	必 C	16				1.0	3	№4

类别 Course Category	课程 代码 Course No.	课程名称 Course Title	是否 必修 C/E	学时数 Total Curriculum Hours				学分 数 Credits	开课 学期 Semester	毕业 要求 Student Outcomes
				总学时 Class Hours	上机 Computer-ai ded Class Hours	实验 Lab Hours	实践 Practice			
	174292	服装纸样与工艺（二） Clothing Patterns and Techniques (2)	必 C	64		32		3.0	4	№3/4
	174293	服装纸样与工艺（三） Clothing Patterns and Techniques (3)	必 C	64		32		3.0	4	№3/4
	172639	服装专题设计（一） Special Topics on Fashion Design (1)	必 C	64				4.0	4	№3/6
	174135	服装专题设计（二） Special Topics on Fashion Design (2)	必 C	64				4.0	5	№3/6
	174136	服装专题设计（三） Special Topics on Fashion Design (3)	必 C	48				3.0	5	№3/6
	174137	服装专题设计（四） Special Topics on Fashion Design (4)	必 C	64				4.0	5	№3/6
	174184	计算机辅助设计 II Computer Aided Design (2)	必 C	32	32			1.0	5	№5
	172497	立体裁剪 II Three-dimensional Cutting II	必 C	64		32		3.0	5	№3/4
	174138	服装专题设计（五） Special Topics on Fashion Design (5)	必 C	64				4.0	6	№3/6
	174294	服装品牌与产品策划 Clothing Brand and Product Planning	必 C	32				2.0	6	№4/9/10
	174179	服装陈列设计 Fashion Display Design	必 C	48				3.0	6	№3
	174139	服装专题设计（六） Special Topics on Fashion Design (6)	必 C	64				4.0	7	№3/6
	174295	时尚评论与写作 Fashion Criticism and Writing	选 E	16				1.0	4	№4
	172636	服饰图案 Fabric Pattern Design	选 E	48				3.0	4	№3
	174296	形象设计 Image Design	选 E	32				2.0	6	№1
	174186	精英课程 Elite Course	选 E	32				2.0	7	№6
	174297	服装营销 Fashion Marketing	选 E	32				2.0	7	№4/10

类别 Course Category	课程 代码 Course No.	课程名称 Course Title	是否 必修 C/E	学时数 Total Curriculum Hours				学分 数 Credits	开课 学期 Semester	毕业 要求 Student Outcomes
				总学时 Class Hours	上机 Computer-ai ded Class Hours	实验 Lab Hours	实践 Practice			
	120003	创新研究训练 Innovation Research Training	选 E	32				2.0	4	No4
	120004	创新研究实践 I Innovation Research Practice I	选 E	32				2.0	5	No4
	120005	创新研究实践 II Innovation Research Practice II	选 E	32				2.0	6	No4
	120006	创业实践 Entrepreneurial Practice	选 E	32				2.0	6	No4
合计 Total			必 C	960	32	160		54.0		
			选 E	选修课修读最低要求 8.0 学分 minimum elective course credits required:8						

备注：1.服装专题设计（一~六）分别为：服装设计元素、流行与主题设计、服装面料再设计、服装配饰设计、女装设计、经典单品设计；

2.学生根据自己开展科研训练项目、学科竞赛、发表论文、获得专利和自主创业等情况申请折算为一定的专业选修课学分（创新研究训练、创新研究实践 I、创新研究实践 II、创业实践等创新创业课程）。每个学生累计申请为专业选修课总学分不超过 4 个学分。经学校批准认定为选修课学分的项目、竞赛等不再获得对应第二课堂的创新学分。

四、集中实践教学环节(Practice-concentrated Training)

课程 代码 Course No	课程名称 Course Title	是否 必修 C/E	学时数 Total Curriculum Hours		学分数 Credits	开课 学期 Semester	毕业要求 Student Outcomes
			实践 Practice weeks	授课 Lecture Hours			
106002	军训 Military Training	必 C	3 周		3.0	1	No9
143197	马克思主义理论与实践 Marxism Theory and Practice	必 C	2 周		2.0	假期	No8
174222	专业文化考察 Professional culture inspection	必 C	3 周		3.0	7	No4
130242	专业实习 Professional practice	必 C	2 周		2.0	7	No/5/12
130036	毕业设计（论文） Graduation design (thesis)	必 C	15 周		15.0	8	No/4/5/6/ 7/8/9/
合计 Total		必 C	25 周		25.0		
		选 E	选修课修读最低要求 0 学分 minimum elective course credits required:				

五、第二课堂

第二课堂由人文素质教育和创新能力培养两部分组成。

1.人文素质教育基本要求

学生在取得专业教学计划规定学分的同时，还应结合自己的兴趣适当参加课外人文素质教育活

动，参加活动的学分累计不少于 2 个学分。

2.创新能力培养基本要求

学生在取得本专业教学计划规定学分的同时，还必须参加国家创新创业训练计划或广东省创新创业训练计划或 SRP（学生研究计划）或百步梯攀登计划或一定时间的各类课外创新能力培养活动（如设计竞赛、展览、学术讲座、工作坊等），参加活动的学分累计不少于 4 个学分。

“Second Classroom” Activities are comprised of two parts, Humanities Quality Education and Innovative Ability Cultivation.

1) Basic Requirements of Humanities Quality Education

Besides gaining course credits listed in one’s subject teaching curriculum, a student is required to participate in extracurricular activities of Humanities Quality Education based on one’s interest, acquiring no less than two credits.

2) Basic Requirements of Innovative Ability Cultivation

Besides gaining course credits listed in one’s subject teaching curriculum, a student is required to participate in any one of the following activities: National Undergraduate Training Programs for Innovation and Entrepreneurship, Guangdong Undergraduate Training Programs for Innovation and Entrepreneurship, Student Research Program (SRP), One-hundred-steps Innovative Program, or any other extracurricular activities of Innovative Ability Cultivation that last a certain period of time (e.g. subject contests, academic lectures), acquiring no less than four credits.